

WHAT IS CLAIMED IS:

1. A method for placing channels on mobile devices, comprising the steps of:
  - (1) displaying a list of categories to a user of a device;
  - (2) enabling the user to select categories from the list that are of interest to the user;
  - (3) identifying channels based on the user's selected categories; and
  - (4) loading the channels identified in step (3) on the user's device.
2. The method of claim 1, further comprising the step of:  
receiving a fee payment from a provider of a channel loaded on the user's device in step (4).
3. The method of claim 1, wherein step (3) further comprising the steps of:  
highlighting channels using one or more of a first channels list, a second channels list, and a third channels list, wherein the first channels list comprises channels that are determined to be of interest to users, the second channels list comprises channels most heavily subscribed by users, and the third channels list comprises channels that are paid for by providers; and  
identifying channels from one or more of the first channels list, the second channels list, and the third channels list based on the user's selected categories.
4. The method of claim 3, further comprising the step of receiving a compensation fee from providers for listing channels on the third channels list, wherein said compensation fee is based on assumptions regarding a number of subscribers and impressions by the subscribers.
5. The method of claim 3, wherein statistical information regarding the number of users that subscribe to each channel offered are tracked.

6. The method of claim 5, wherein tracked statistical information is provided to content providers by enabling the content providers to access a web site using a password protected mechanism.

7. The method of claim 1, wherein step (1) further comprises the step of displaying a list of categories to a user of a device during user registration of the device.

8. The method of claim 1, wherein step (4) comprises the step of loading the channels identified in step (3) on the user's device in real time.

9. The method of claim 1, wherein step (4) comprises the step of loading the channels identified in step (3) on the user's device during a subsequent sync of the device.

10. A method for providing channel tracking information to providers, comprising the steps of:

enabling the provider to access a web site using a password protected mechanism; and

displaying subscriber and usage information relating to the provider.

11. The method of claim 10, wherein said subscriber information includes one or more of the number of users that are currently subscribed to a channel, the number of users that subscribe to the channel via default placement, featured placement, or access from a subscriber's own web site, the number of users who actually use the channel, information regarding the usage of the channel, trend information, zip codes, email addresses, and home addresses of the subscribers, and the type of devices used by the subscribers.

12. The method of claim 10, wherein said usage information includes one or more of the number of people actively using the channel and the time period of

use, wherein usage information is characterized according to one or more of geographic location of users, device type of users, and method of access by users.

13. The method of claim 10, wherein said channel tracking information is displayed in the form of a canned report.

14. The method of claim 10, wherein said channel tracking information is displayed in a form defined by the provider.

15. A method for interactive placement of objects on mobile devices, wherein said objects are one of channels and applications, comprising the steps of:

- (1) enabling a user to initiate a client software program on the user's device;
- (2) displaying a splash page highlighting one or more of channels and applications;
- (3) enabling a user to select one or more of said highlighted channels and applications; and
- (4) loading the user's selection(s) from step (3) on the user's device during a subsequent sync operation.

16. The method of claim 15, wherein a server and a provider providing an application to the user's device share revenues generated from loading the application on the user's device.

17. The method of claim 15, wherein step (4) comprises the step of loading the user's selections identified in step (3) on the user's device in real time.

18. The method of claim 15, wherein step (4) comprises the step of loading the user's selections identified in step (3) on the user's device during a subsequent sync of the device.

19. A computer program product comprising a computer useable medium including control logic stored therein, said control logic enabling the placement of channels on mobile devices, comprising:

displaying means for enabling a processor to display a list of categories to a user of a device;

enabling means for enabling a processor to enable the user to select categories from the list that are of interest to the user;

identifying means for enabling a processor to identify channels based on the user's selected categories; and

loading means for enabling a processor to load the channels identified on the user's device.

20. The computer program product of claim 19, further comprising:

receiving means for enabling a processor to receive a fee payment from a provider of a channel loaded on the user's device.

21. The computer program product of claim 19, wherein said identifying means further comprises:

highlighting means for enabling a processor to highlight channels using one or more of a first channels list, a second channels list, and a third channels list, wherein the first channels list comprises channels that are determined to be of interest to users, the second channels list comprises channels most heavily subscribed by users, and the third channels list comprises channels that are paid for by providers; and

identifying means for enabling a processor to identify channels from one or more of the first channels list, the second channels list, and the third channels list based on the user's selected categories.

22. The computer program product of claim 21, further comprising receiving means for enabling a processor to receive a compensation fee from providers for listing channels on the third channels list, wherein said compensation fee is based

on assumptions regarding a number of subscribers and impressions by the subscribers.

23. The computer program product of claim 21, wherein statistical information regarding the number of users that subscribe to each channel offered are tracked.

24. The computer program product of claim 23, wherein tracked statistical information is provided to content providers by enabling the content providers to access a web site using a password protected mechanism.

25. The computer program product of claim 19, wherein said displaying means further comprises means for enabling a processor to display a list of categories to a user of a device during user registration of the device.

26. The computer program product of claim 19, wherein said loading means comprises means for enabling a processor to load the channels identified on the user's device in real time.

27. The computer program product of claim 19, wherein said loading means comprises means for enabling a processor to load the channels identified on the user's device during a subsequent sync of the device.

28. A computer program product comprising a computer useable medium including control logic stored therein, said control logic enabling channel tracking information to be provided to providers, comprising:

enabling means for enabling a processor to enable the provider to access a web site using a password protected mechanism; and

displaying means for enabling a processor to display subscriber and usage information relating to the provider.

29. The computer program product of claim 28, wherein said subscriber information includes one or more of the number of users that are currently subscribed to a channel, the number of users that subscribe to the channel via default placement, featured placement, or access from a subscriber's own web site, the number of users who actually use the channel, information regarding the usage of the channel, trend information, zip codes, email addresses, and home addresses of the subscribers, and the type of devices used by the subscribers.

30. The computer program product of claim 28, wherein said usage information includes one or more of the number of people actively using the channel and the time period of use, wherein usage information is characterized according to one or more of geographic location of users, device type of users, and method of access by users.

31. The computer program product of claim 28, wherein said channel tracking information is displayed in the form of a canned report.

32. The computer program product of claim 28, wherein said channel tracking information is displayed in a form defined by the provider.

33. A computer program product comprising a computer useable medium including control logic stored therein, said control logic enabling interactive placement of objects on mobile devices, wherein said objects are one of channels and applications, comprising:

enabling means for enabling a processor to enable a user to initiate a client software program on the user's device;

displaying means for enabling a processor to display a splash page highlighting one or more of channels and applications;

enabling means for enabling a processor to enable a user to select one or more of said highlighted channels and applications; and

loading means for enabling a processor to load the user's selection(s) on the user's device during a subsequent sync operation.

34. The computer program product of claim 33, wherein a server and a provider providing an application to the user's device share revenues generated from loading the application on the user's device.

35. The computer program product of claim 33, wherein said loading means comprises means for enabling a processor to load the user's selections identified on the user's device in real time.

36. The computer program product of claim 33, wherein said loading means comprises means for enabling a processor to load the user's selections identified on the user's device during a subsequent sync of the device.